THE LATEST MUST HAVE BIBLE!

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Category: Bible Translation

You might be tempted to think that this is a belated April Fool's joke!

Featuring exciting and inspiring full-color inserts with photos of and insights from stock car racingâ€™s finest personalities, the NIV Thinline Bible: Stock Car Edition is sure to be a motorsports fanâ€™s favorite Bible. Motor Racing Outreach, a ministry to the world of motorsports, has partnered with Zondervan to create this Bible designed to delight race fans. MRO brings testimonies and photographs of the popular race personalities with whom they work on a daily basisâ€"the drivers, the pit crews, the media spokespeople, and others associated with the world of racing. Combined with the complete text of the New International Version and offered in two innovative and cost-effective bindings, this title will make a wonderful gift for the true racing fan.

To be fair, this is not a new translation, just a new edition of the NIV, but I still find it rather mind blowing. Then again, it is impressive that there are enough Christians interested in and involved in Stock Car racing to make it possible. I bet it would be harder to pull together a Guiness Rugby Union Premiership Bible.

But just in case we forget, there are still over three hundred million people without any sort of a Bible in their language, much less one with photos of Stock Cars!

HT Simon (via twitter)